

**CITY OF BELTON**  
**POSITION DESCRIPTION**

**POSITION TITLE:** Retail Development Coordinator      **GRADE:** 21  
**DEPARTMENT:** Planning      **CLASS:** Exempt

**POSITION DESCRIPTION**

Plans, implements and manages a comprehensive program fostering positive retail and commercial economic development in Belton. Coordinates and communicates with various organizations in an effort to maintain, enhance, and expand local business. Special focus areas include the Tax Increment Reinvestment Zone (TIRZ), Downtown, South IH 35 corridor, and existing and anticipated retail areas.

**SUPERVISION RECEIVED AND EXERCISED**

RECEIVES general direction from the City Manager and day-to-day supervision from the Planning Director.

EXERCISES no supervision.

**DUTIES**

1. Administration

Plans and implements programs for retail and commercial development in Belton.

Manages all administrative aspects of retail development programs, including budget, marketing, public relations, and events.

Participates in the development of Planning Department budget. Make budget recommendations and written justifications to support budget requests.

Works closely with City staff to monitor and assess retail/commercial business activity, including sales tax, building permits, business licenses, property transfers, vacancy rates, and façade improvement grants.

Maintains records and prepare reports for the City Manager, Planning Director, and Finance Director.

**2. Public Relations**

Fosters an understanding of the program's goals and objectives through speaking engagements, media interviews, appearances, while keeping retail opportunities highly visible in the community.

Develops cooperative working relationships with the Belton Area Chamber of Commerce, Downtown Business Merchants Association (DBMA), Belton EDC, and other governmental and business entities involved in Belton's retail/commercial development.

Establishes and maintains effective relationships with downtown business and other property owners, as well as realtors, bankers, and developers.

Maintains active contact with national, state, and regional entities, seeking to enhance local retail/commercial development.

**3. Marketing**

Develops marketing materials and public information about Belton retail/commercial development opportunities, and actively markets Belton to retail developers.

Identifies needed infrastructure that would facilitate retail/commercial development.

Maintains a comprehensive inventory of available buildings and retail/commercial sites in Belton to facilitate development and/or redevelopment.

**4. Other Duties**

Serves as City staff liaison and/or organizer of various downtown events and activities.

Develops metrics to measure performance effectiveness of position.

Perform other duties as assigned.

**JOB DEMANDS**

**Knowledge of:**

Retail/Commercial economic development, business development, financial analysis, business plan development, project management, planning, and public relations.

Community development programs, including block grants, tax increment financing districts, and other local incentives.

Planning programs, processes, and initiatives.

Understanding opportunities and issues confronting retailers, property owners, public agencies, and community organizations.

Historic preservation philosophy, design, and techniques.

Personal computer and Microsoft Office applications.

**Ability to:**

Work independently and effectively with minimal supervision.

Communicate clearly and concisely, both orally and in writing.

Prepare and analyze comprehensive and technical reports and data.

Become familiar with all persons and groups directly or indirectly involved in the City's retail/commercial development.

Establish effective working relationships with business and other property owners, City staff, officials, and the general public.

Be punctual and regular in attendance.

Get along well with others recognizing teamwork and partnerships are essential to success.

**PREREQUISITES**

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

**City of Belton**  
**Retail Development Coordinator (Continued)**

**4**

**Education:**

Bachelor's degree in finance, economic development, marketing business, public administration, urban planning or a closely related field.

**Experience:**

A minimum five years' work experience in commercial real estate brokerage and/or development or in public or private economic development is preferred. Government experience is not required, but preferred. Experience working with the Texas Main Street Program would be beneficial. A suitable combination of education and related work experience may be considered.

***09/22/2014***  
***Human Resources***